TOWN OF AURORA
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING MINUTES

Date: Thursday, June 9, 2016
Time and Location: 7 p.m., Leksand Room, Aurora Town Hall
Committee Members: Councillor Paul Pirri (Chair), Councillor John Abel (Vice Chair)
Rosalyn Gonsalves, Javed Khan, and Bruce Walkinshaw
Member(s) Absent: Don Constable and Marilee Harris
Other Attendees: Councillor Harold Kim, Councillor Tom Mrakas, Councillor Michael Thompson, Anthony Ierullo, Manager of Long Range & Strategic Planning, Michael Logue, Program Manager, Economic Development, and Samantha Yew, Council/Committee Secretary

The Chair called the meeting to order at 7 p.m.

1. DECLARATION OF PECUNIARY INTEREST

There were no declarations of pecuniary interest under the Municipal Conflict of Interest Act.

2. APPROVAL OF THE AGENDA

Moved by Rosalyn Gonsalves
Seconded by Bruce Walkinshaw

THAT the agenda as circulated by Legal and Legislative Services be approved. CARRIED
3. RECEIPT OF THE MINUTES

Economic Development Advisory Committee Meeting Minutes of May 12, 2016

Moved by Javed Khan
Seconded by Rosalyn Gonsalves

THAT the Economic Development Advisory Committee meeting minutes of May 12, 2016, be received for information.

CARRIED

4. DELEGATIONS

None

5. MATTERS FOR CONSIDERATION

1. Memorandum from Manager of Long Range & Strategic Planning
Re: Development of an Attraction Strategy for the Hotel Industry

Staff gave an overview of the memorandum and noted that it would cost approximately $25,000 for a consultant to complete the scope of work.

The Committee discussed the possibility of completing the scope of work in-house and the impact of Regional hotel development charges, and made suggestions that could be considered as part of the hotel feasibility study and attraction strategy.

Moved by Councillor Abel
Seconded by Bruce Walkinshaw

THAT the memorandum regarding Development of an Attraction Strategy for the Hotel Industry be received for information.

CARRIED

6. INFORMATIONAL ITEMS

2. Memorandum from Manager of Long Range & Strategic Planning
Re: Economic Development Action Plan Update

The Committee inquired about the status of the establishment of a BIA in downtown Aurora, the proposed Bell Canada small cell pilot project, and the
status of the proposed medical campus. Staff advised on various aspects of these inquiries.

Moved by Councillor Abel
Seconded by Bruce Walkinshaw

THAT the memorandum regarding Economic Development Action Plan Update be received for information.

CARRIED

3. Memorandum from Manager of Long Range & Strategic Planning
   Re: Call for Town of Aurora Business Ambassadors

Staff provided a brief overview of the Business Ambassadors Program. The Committee inquired about aspects of the program, including the selection process, compensation, and membership.

Moved by Councillor Abel
Seconded by Bruce Walkinshaw

THAT the memorandum regarding Call for Town of Aurora Business Ambassadors be received for information.

CARRIED

7. NEW BUSINESS

The Chair thanked staff for their work on the Business Ambassadors Program.

The Committee discussed their initiatives and strategic priorities.

The Committee discussed the possibility of participating in a hotel attraction strategy working group with the Aurora Chamber of Commerce.

8. ADJOURNMENT

Moved by Bruce Walkinshaw
Seconded by Javed Khan

THAT the meeting be adjourned at 8:23 p.m.

CARRIED
COMMITTEE RECOMMENDATIONS ARE NOT BINDING ON THE TOWN UNLESS ADOPTED BY COUNCIL AT A LATER MEETING.